

## Standard 3.1 - Students will understand different forms of broadcast media

Use the powerpoint to fill in the missing words

### Advertising Media

- \_\_\_\_\_ (Media) - the avenue through which messages are delivered to target markets; channels of communication.
- \_\_\_\_\_ – non-personal communication of information to inform, persuade or remind customers about products (goods, services and ideas)

### Print Media

- **Print Media** – Any printed medium
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
    - (Theatrical/Sporting)
  - \_\_\_\_\_

### Broadcast Media -

- \_\_\_\_\_
- \_\_\_\_\_

### Direct-Mail Media

- **Direct-Mail Media** – mail or email advertising to prospective customers
  - \_\_\_\_\_

Name \_\_\_\_\_

Period \_\_\_\_\_

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### Outdoor/Transit Media

- **Outdoor/Transit Media** –
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_

### Electronic/Internet Media

List 2 examples from this slide

- 1.
- 2.

### Specialty Media –

- Ad's during movie previews
- Pre-Recorded Telephone messages while on hold
- Small inexpensive logo give away items



Name \_\_\_\_\_

Period \_\_\_\_\_

### **Which Media to use?**

- Discuss as a class or small groups the following situations:
  1. An international hunting & fishing expo is coming to your state. What form(s) of media would you suggest they use to advertise this event? Why?
  2. A public Service 4+ year campaign on the risks of tobacco is looking for ways to reach the target audience of 14-50 year old males in Salt Lake City. What form(s) of media would you suggest they use to promote this message? Why?